



# THE NORTHERN IDAHO TOURISM EFFECT

Tourism is the state's **3rd largest** industry,  
behind agriculture and technology



## Top reasons visitors come to Idaho:

- + visit friends and family
- + experience the outdoors
- + tour the region

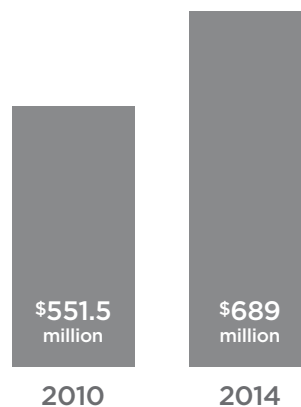
## Top 5 visitor activities in Northern Idaho:

- shopping
- swimming
- hiking/backpacking
- camping
- casino

## Traveler Spending

Amount spent in  
Northern Idaho:

**\$689** million



## Tourism Employment

The Northern Idaho  
tourism industry  
employs:

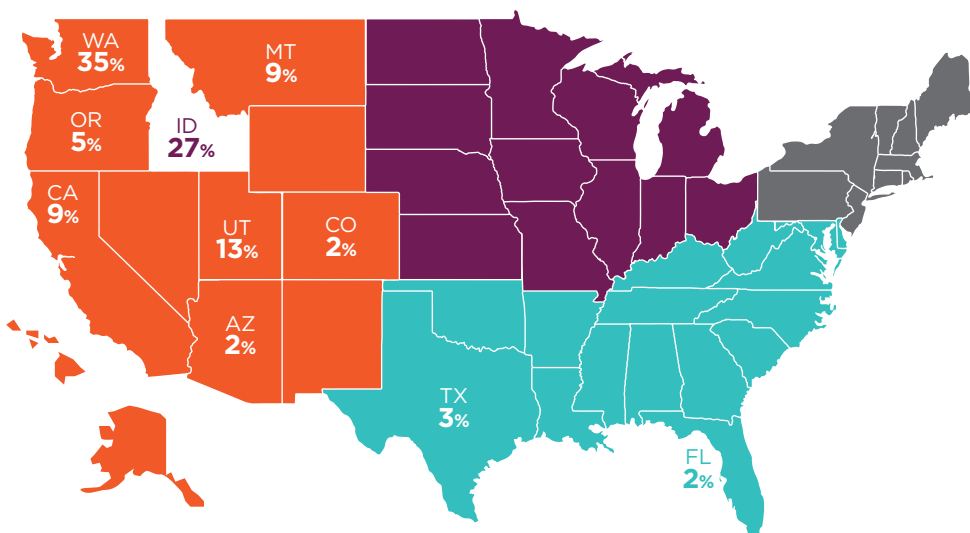
**9,800** people

## Overnight Stays

The average number of  
nights spent in  
Northern Idaho:

**3.5** nights

## Top states with visitors to Northern Idaho:



## Top cities of origin for overnight trips:

1. Spokane, WA
2. Seattle-Tacoma, WA
3. Boise, ID
4. Portland, OR
5. Missoula, MT
6. Idaho Falls-Pocatello, ID
7. San Fran-Oakland-San Jose, CA
8. Yakima, WA
9. Helena, MT
10. Butte, MT



# THE NORTH CENTRAL IDAHO TOURISM EFFECT

Tourism is the state's **3rd largest** industry, behind agriculture and technology



## Top reasons visitors come to Idaho:

- + visit friends and family
- + experience the outdoors
- + tour the region

## Top 5 visitor activities in North Central Idaho:

- shopping
- fishing
- swimming
- camping
- national/state park

## Traveler Spending

Amount spent in North Central Idaho:

**\$150.9** million



## Tourism Employment

The North Central Idaho tourism industry employs:

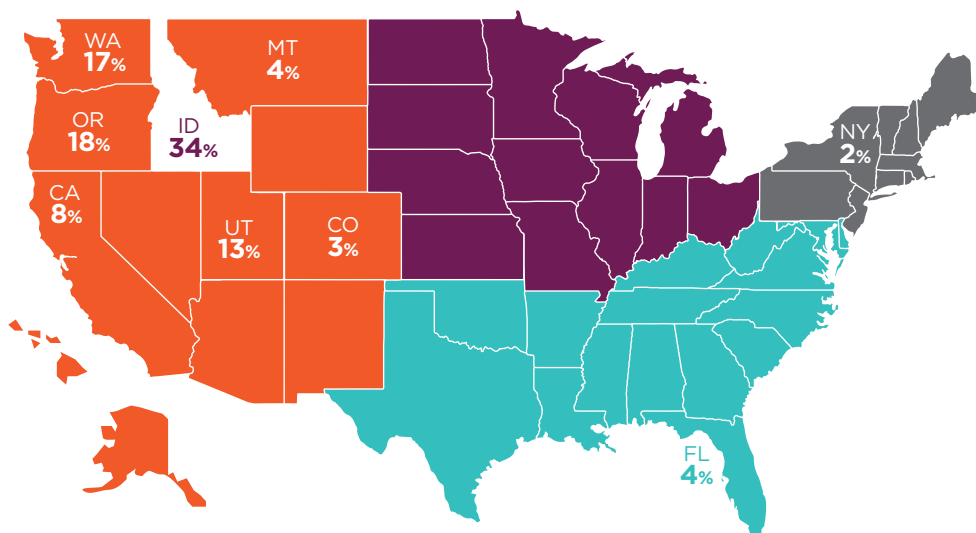
**2,300** people

## Overnight Stays

The average number of nights spent in North Central Idaho:

**3.6** nights

## Top states with visitors to North Central Idaho:



## Top cities of origin for overnight trips:

1. Spokane, WA
2. Boise, ID
3. Portland, OR
4. Seattle-Tacoma, WA
5. Idaho Falls-Pocatello, ID
6. Yakima, WA
7. Eugene, OR
8. Los Angeles, CA
9. Sacramento-Modesto, CA
10. Salt Lake City, UT
11. New York, NY
12. Jacksonville, FL



# THE CENTRAL IDAHO TOURISM EFFECT

Tourism is the state's **3rd largest** industry,  
behind agriculture and technology



## Top reasons visitors come to Idaho:

- + visit friends and family
- + experience the outdoors
- + tour the region

## Top 5 visitor activities in Central Idaho:



hiking/backpacking



camping



shopping



fine dining



fishing

## Traveler Spending

Amount spent in  
Central Idaho:

**\$281** million



## Tourism Employment

The Central Idaho  
tourism industry  
employs:

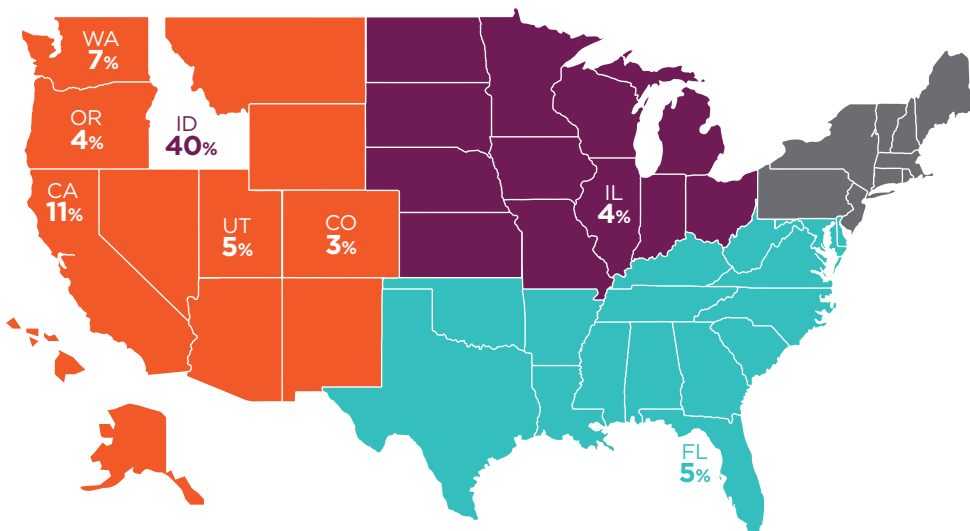
**4,000** people

## Overnight Stays

The average number  
of nights spent in  
Central Idaho:

**4.1** nights

## Top states with visitors to Central Idaho:



## Top cities of origin for overnight trips:

1. Boise, ID
2. Idaho Falls-Pocatello, ID
3. Seattle-Tacoma, WA
4. Los Angeles, CA
5. Salt Lake City, UT
6. Chicago, IL
7. Spokane, WA
8. Washington, DC
9. Twin Falls, ID
10. Portland, OR





# THE EASTERN IDAHO TOURISM EFFECT






Tourism is the state's **3rd largest** industry,  
behind agriculture and technology



## Top reasons visitors come to Idaho:

- + visit friends and family
- + experience the outdoors
- + tour the region

## Top 5 visitor activities in Eastern Idaho:

-  shopping
-  national/state park
-  hiking/backpacking
-  fishing
-  landmark/historic site

## Traveler Spending

Amount spent in  
Eastern Idaho:

**\$335.7** million



## Tourism Employment

The Eastern Idaho  
tourism industry  
employs:

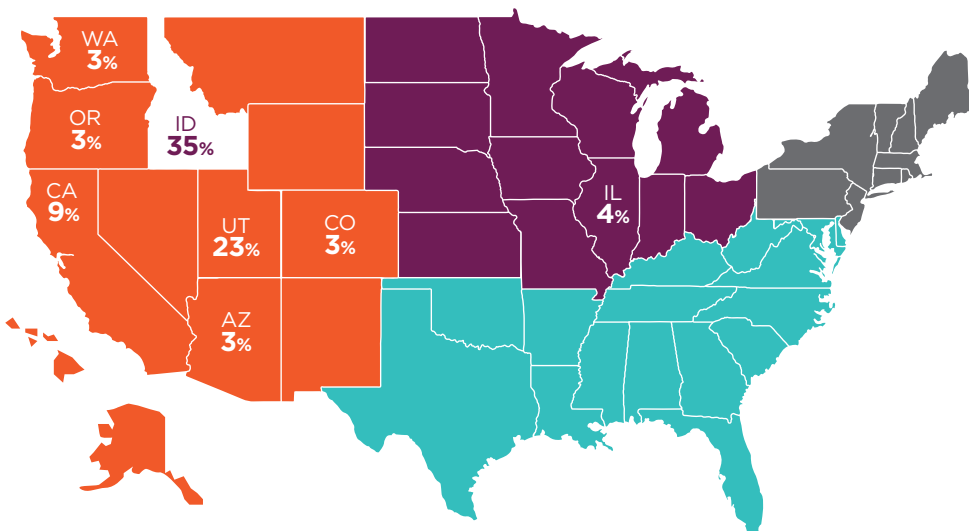
**4,400** people

## Overnight Stays

The average number  
of nights spent in  
Eastern Idaho:

**4** nights

## Top states with visitors to Eastern Idaho:



## Top cities of origin for overnight trips:

1. Salt Lake City, UT
2. Idaho Falls-Pocatello, ID
3. Boise, ID
4. Portland, OR
5. Chicago, IL
6. Denver, CO
7. San Francisco-Sacramento, CA
8. Seattle-Tacoma, WA
9. Phoenix, AZ
10. Los Angeles, CA
11. Miami-Ft. Lauderdale, FL



# THE SOUTHEAST IDAHO TOURISM EFFECT






Tourism is the state's **3rd largest** industry, behind agriculture and technology



## Top reasons visitors come to Idaho:

- + visit friends and family
- + experience the outdoors
- + tour the region

## Top 5 visitor activities in Southeast Idaho:

-  shopping
-  swimming
-  camping
-  hiking/backpacking
-  fishing

## Traveler Spending

Amount spent in Southeast Idaho:

**\$239.1** million



## Tourism Employment

The Southeast Idaho tourism industry employs:

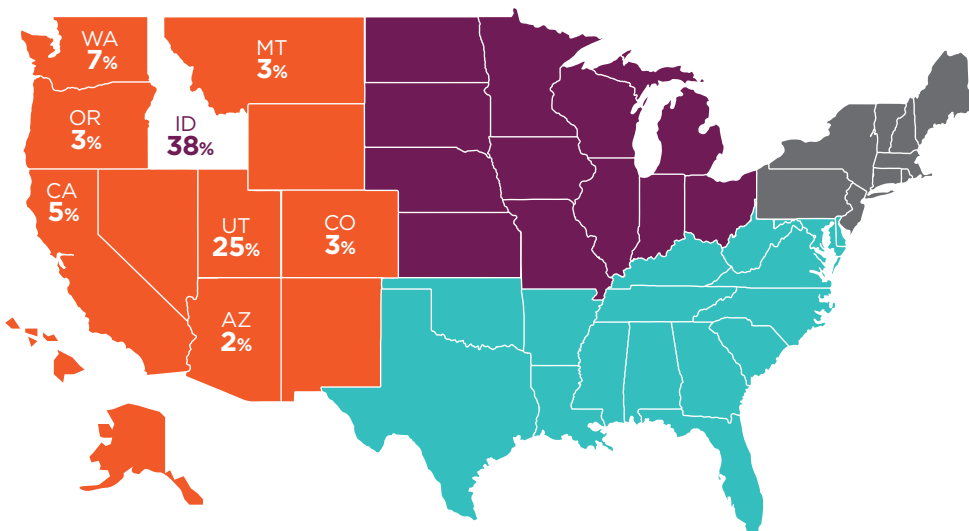
**3,400** people

## Overnight Stays

The average number of nights spent in Southeast Idaho:

**3.7** nights

## Top states with visitors to Southeast Idaho:



## Top cities of origin for overnight trips:

1. Salt Lake City, UT
2. Idaho Falls-Pocatello, ID
3. Boise, ID
4. Spokane, WA
5. Twin Falls, ID
6. Portland, OR
7. Seattle-Tacoma, WA
8. Denver, CO
9. Los Angeles, CA
10. Phoenix, AZ
11. San Diego, CA



# THE SOUTH CENTRAL IDAHO TOURISM EFFECT

Tourism is the state's **3rd largest** industry, behind agriculture and technology



## Top reasons visitors come to Idaho:

- + visit friends and family
- + experience the outdoors
- + tour the region

## Top 5 visitor activities in South Central Idaho:

- shopping
- landmark/historic site
- swimming
- national/state park
- camping

## Traveler Spending

Amount spent in South Central Idaho:

**\$184.2** million



## Tourism Employment

The South Central Idaho tourism industry employs:

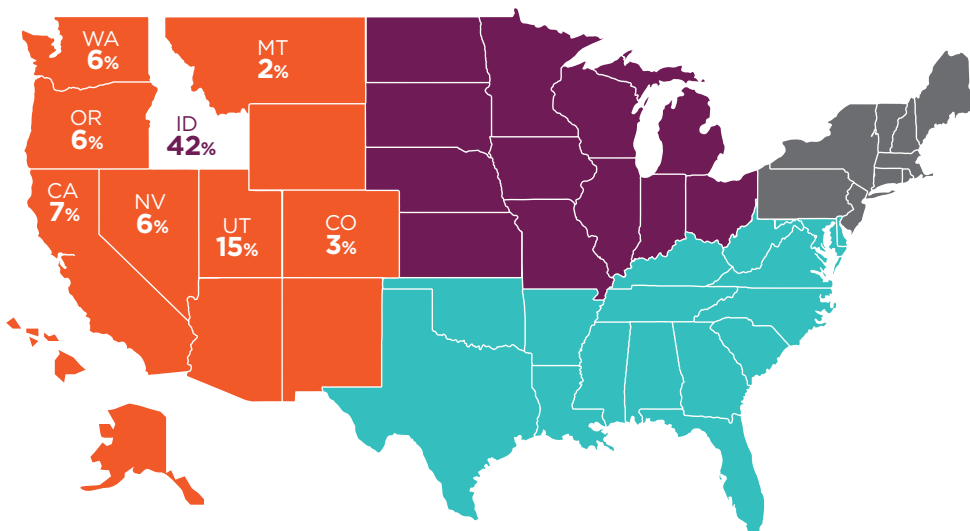
**2,600** people

## Overnight Stays

The average number of nights spent in South Central Idaho:

**3.4** nights

## Top states with visitors to South Central Idaho:



## Top cities of origin for overnight trips:

1. Boise, ID
2. Salt Lake City, UT
3. Idaho Falls-Pocatello, ID
4. Portland, OR
5. Spokane, WA
6. Twin Falls, ID
7. Seattle-Tacoma, WA
8. Los Angeles, CA
9. Las Vegas, NV
10. Denver, CO
11. Fresno-Visalia, CA



# THE SOUTHWEST IDAHO TOURISM EFFECT

Tourism is the state's **3rd largest** industry, behind agriculture and technology



## Top reasons visitors come to Idaho:

- + visit friends and family
- + experience the outdoors
- + tour the region

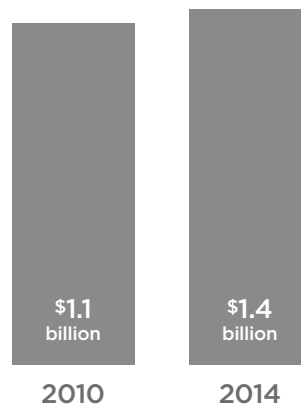
## Top 5 visitor activities in Southwest Idaho:

- shopping
- fine dining
- swimming
- hiking/backpacking
- national/state park

## Traveler Spending

Amount spent in Southwest Idaho:

**\$1.4 billion**



## Tourism Employment

The Southwest Idaho tourism industry employs:

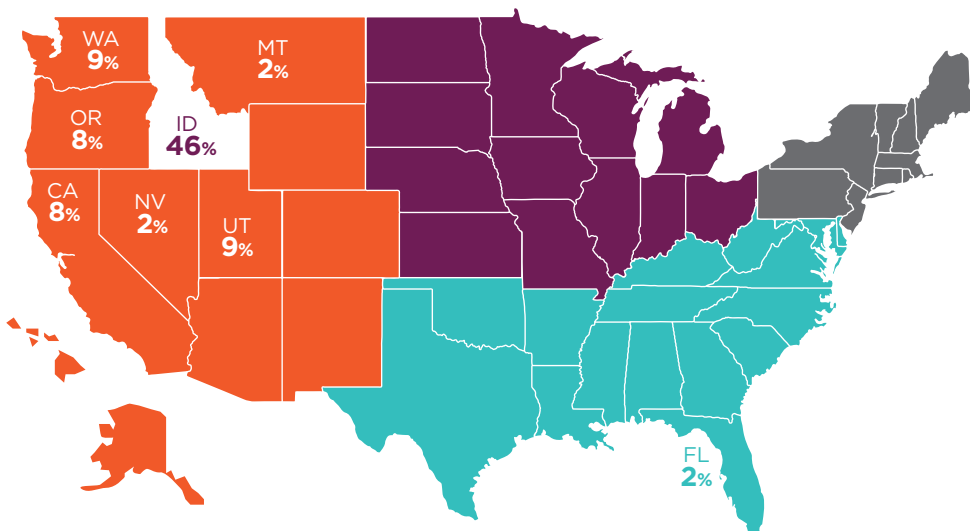
**13,200 people**

## Overnight Stays

The average number of nights spent in Southwest Idaho:

**3.8 nights**

## Top states with visitors to Southwest Idaho:



## Top cities of origin for overnight trips:

1. Boise, ID
2. Salt Lake City, UT
3. Idaho Falls-Pocatello, ID
4. Portland, OR
5. Twin Falls, ID
6. Spokane, WA
7. Seattle-Tacoma, WA
8. Los Angeles, CA
9. New York, NY
10. Sacramento-Modesto, CA

